

Understanding E-cigarettes and Other Emerging Tobacco Products

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Topics to be covered

- The toll of tobacco in the U.S.
- Emerging tobacco products
 - ❖ Cigars, Little Cigars, Cigarillos
 - ❖ Snus
 - ❖ Dissolvable Tobacco Products (Orbs, Strips, Sticks, Lozenges)
 - ❖ Chewing Tobacco, Snuff
 - ❖ Hookah
 - ❖ **Electronic Cigarettes/ E-cigarettes**
 - ❖ Oral Health Implications of Use
- How you can help
- Brief Tobacco Use Intervention

Other Tobacco Products California Ad



The Toll of Tobacco

- Smoking is the leading cause of preventable death and kills 480,000 annually in the U.S., more than alcohol, AIDS, motor vehicle crashes, illegal drugs, murders, and suicides combined.*
- Tobacco use kills 1,300 people every day in the U.S.**
- Secondhand smoke is the third leading cause of preventable death in the U.S., killing an estimated 53,000 nonsmokers each year.**

**Campaign for Tobacco-free Kids*

***U.S. Centers for Disease Control and Prevention*

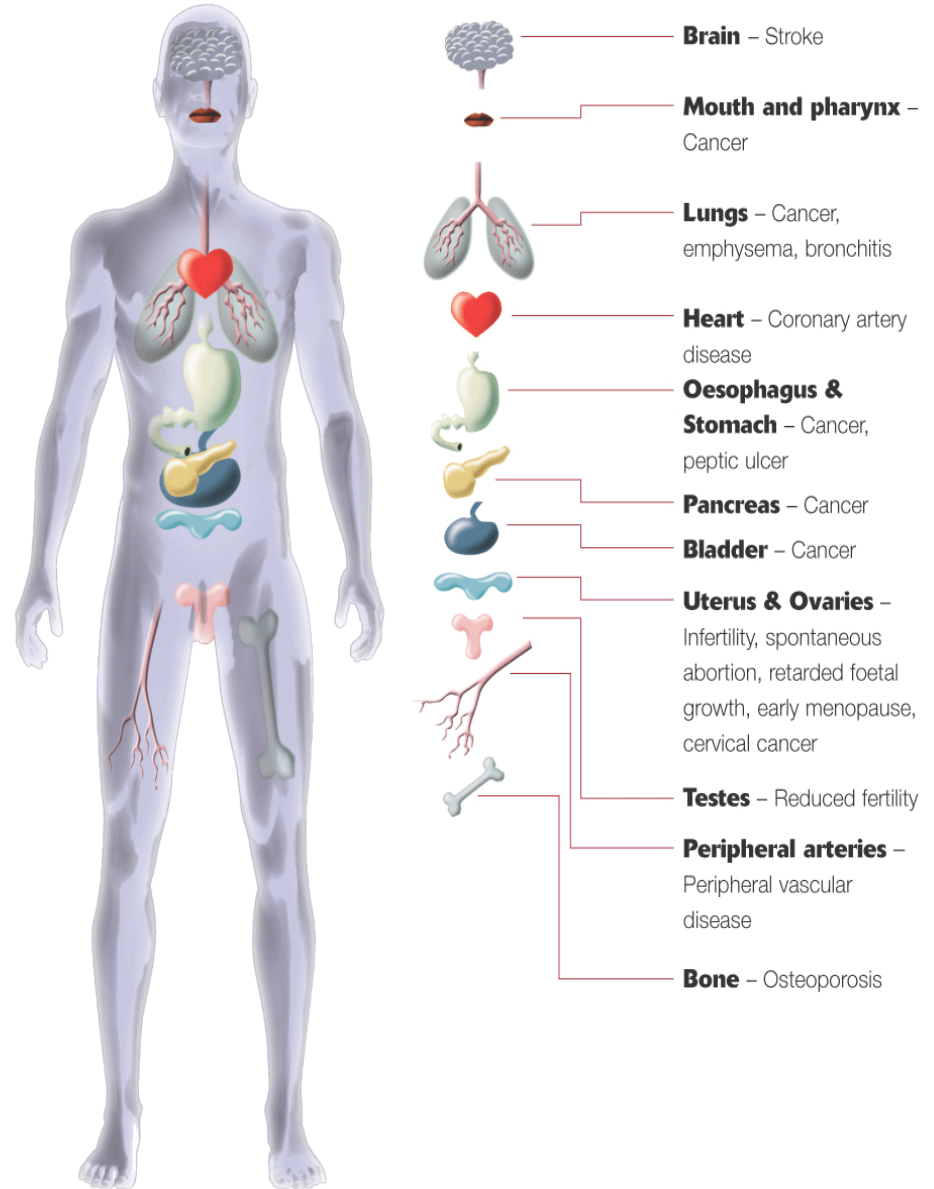
The Toll of Tobacco

- The tobacco industry spends over \$8.8 million each year/\$24 million per day to market their products in the U.S.
- In the U.S., \$170 billion is spent in annual public and private health care costs directly caused by smoking.
- Tobacco use costs the U.S. \$151 billion in lost productivity each year.



Smoking damages ALL OF THE BODY

Some of the health problems associated with smoking are listed in the figure below.



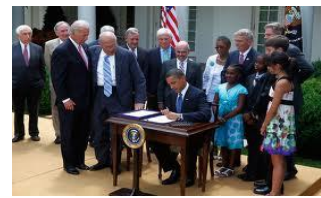
Other Tobacco Products (OTP's)/Emerging Tobacco Products

Other Tobacco Products, or OTPs, commonly refer to any tobacco product that is not a cigarette



Other Tobacco Products

- ❖ Cigars, Little Cigars, Cigarillos
- ❖ Snus
- ❖ Dissolvable Tobacco Products (Orbs, Strips, Sticks, Lozenges)
- ❖ Chewing Tobacco, Snuff
- ❖ Hookah
- ❖ Electronic Cigarettes/ E-cigarettes/Vapors



Family Smoking Prevention and Tobacco Control Act: Gives the Food and Drug Administration (FDA) the authority to regulate the manufacture, distribution, and marketing of tobacco products to protect public health.

Restricts tobacco product advertising and marketing to youth by directing FDA to issue regulations which, among other things:

- Require proof of age to purchase these tobacco products – the federal minimum age to purchase is 18
- **Bans cigarettes with characterizing flavors** (except menthol and tobacco).
- Require face-to-face sales, with certain exemptions for vending machines and self-service displays in adult-only facilities
- **Ban the sale of packages of fewer than 20 cigarettes**
- **Limit color and design of packaging and advertisements**, including audio-visual advertisements (However, implementation of this provision is uncertain due to pending litigation. See *Discount Tobacco City & Lottery v. USA*, formerly *Commonwealth Brands v. FDA*.)
- Ban tobacco product sponsorship of sporting or entertainment events under the brand name of cigarettes or smokeless tobacco
- Ban free samples of cigarettes and brand-name non-tobacco promotional items
- **Prohibits “reduced harm” claims including “light,” “low,” or “mild,” without an FDA order to allow**
- Requires industry to submit marketing research documents

Cigars, Little Cigars, Cigarillos



CIGARETTE



LITTLE CIGAR



CIGAR



CIGARILLO (TIPPED)



CIGARILLO

- Little cigars or cigarillos resemble cigarettes
- Little cigars and cigarillos were intended to replace cigarettes as cigarette advertising became increasingly restricted, and taxes on cigarettes, but not cigars, continued to increase, according to tobacco industry documents.
- Come in flavored varieties, including cherry, chocolate, vanilla, peach rum, raspberry, **Menthol** and sour apple.
- Flavorings may appeal to youth and young people.
- Flavorings in cigars are not regulated by the federal government (FDA).
- Preferred by African American and Hispanic youth.



Not Your Grandfather's Cigar

*A New Generation of Cheap and Sweet Cigars
Threatens a New Generation of Kids*

Slideshow

40 percent of
middle and high school
students who smoke use



flavored little cigars or



flavored cigarettes



Snus



- A moist powder smokeless tobacco product
- Placed between the cheek and gum
- Used like smokeless tobacco, but more desirable because it doesn't require the user to spit
- Also different because it is heated using steam and not fire, which means it contains a lower amount of nitrosamines, a known cancer-causing agent.
- Contains more nicotine than cigarettes.
- Negative health effects are similar to smokeless tobacco use and include developing lesions in the mouth, gum recession and cancer of the mouth or tongue.



Dissolvable Tobacco Products

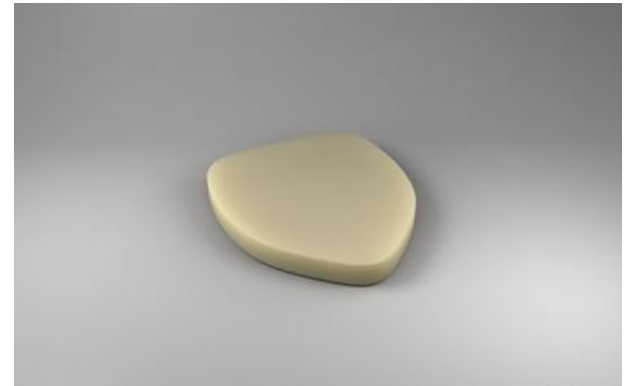


- Camel Orbs: mint-sized; dissolve in about 10- 15 minutes; contains about 1 milligram of nicotine, almost as much as one cigarette.
- Camel Strips: resemble Listerine breath strips; dissolve in about 2- 3 minutes; contains about 0.6 mg of nicotine.
- Camel Sticks: resemble toothpicks; dissolves in about 20-30 minutes; contains about 3.1 mg per stick, similar to the nicotine content in about two cigarettes.



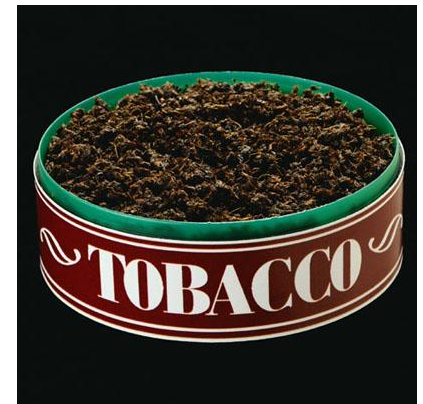
Tobacco-derived lozenge/discs

- Several tobacco companies have launched non dissolving, lozenge shaped, mint-flavored discs that are currently being test marketed in selected cities and states.
- These products don't contain tobacco but they do contain nicotine extracted from tobacco.
- Tobacco companies betting that this approach will permit them to market these products with milder health warning labels.



Chewing Tobacco and Snuff

- Snuff is moist, finely chopped tobacco that can be inhaled or packed between the teeth and the gums.
- Chewing tobacco, another form of spit tobacco, comes in three types:
 - loose leaf, plugs, and twists.
 - Loose leaf is shredded tobacco leaves made into strips;
 - plugs are pressed into small, soft blocks flavored with licorice and sugar and then dried;
 - and twists are dried and twisted into hard spirals.



Oral Cancer

- According to the Oral Cancer Foundation, approximately **43,250** Americans will be diagnosed with **oral cancer or pharyngeal cancer this year**
- Oral cancer will cause over **8,000 deaths each year**
- Of the 43,250 people diagnosed with oral cancer this year, only 43% will still be alive in 5 years
- 2:1 male to female ratio (this ratio is changing with the increased incidence of tobacco and alcohol use in women)
- Usually occurs after the age of 40 (this ratio is changing with increased incidence of HPV-16 (affects the skin that lines all moist areas of the body including mouth)related oral cancer in young adult and teen population)

Risk Factors Associated with Oral and Oropharyngeal Cancer

- Tobacco
- Alcohol
- Prolonged sun exposure
- HPV
- Poor diet/nutrition (low fruit/vegetable intake, Vitamin A deficiency, chewing betel nuts)
- Weakened immune system
- Marijuana use

Tobacco Use and Oral Cancer and other Conditions

- Any area in the mouth/oropharynx can potentially be susceptible to oral cancer, but research has shown that when people use a smoked tobacco product, **the lateral border (side) of the tongue and floor of the mouth have a higher risk of developing oral cancer.**
- Areas of the mouth more exposed to the heat will exhibit more breakdown of mucosa tissue.
 - For smokeless tobacco users, it is the gums, inside lips (top/bottom) or checks (front/back).
 - For pipe smokers, it tends to be the lips because of the direct contact with the pipe smoke and the lip.
 - Oral cancer develops earlier in people that use smokeless tobacco and keep it in the same place over time.
 - **Teens and 20 year olds can develop oral cancer with smokeless tobacco** use whereas it may take a few more years to develop oral cancer if they use cigarettes.



Oral cancer



Leukoplakia caused by use of spit tobacco



Hairy Tongue (not cancerous)

Tobacco Use and Oral Health

- U.S. estimates of the percentage of oral cancers attributable to cigarette smoking have been quite consistent, generally ranging from 75% to 90%.
- Bad breath
- Staining of teeth
- Increased build up of plaque and calculus on the teeth
- Increased loss of bone within the jaw
- Increased risk of developing tissue abnormalities
- Delayed healing process following tooth extraction, periodontal treatment, or oral surgery
- Lower success rate of dental implant procedures

Hookah



- Hookahs are also known as water pipes
- Commonly used by youth and young adults and believed to be safe
- Using water as a filter does not change the level of nicotine in the smoke compared to pipes without a water filtration process
- Lounges popping up near schools and universities
- Hookah smoke contains 36 times more tar than cigarette smoke
- Smoking hookah fills your body with 8 times more Carbon Monoxide

Hookah continued



- During an average hookah session you take 5 times the number of puffs.
- Each hookah session equals 100 more times the smoke volume compared to a single cigarette.
- A typical hookah session involves more frequent puffs, deeper inhalation, over a longer period of time than cigarettes.
- CDC estimates 1.6 million young people used hookahs in 2014, the large pipes used to smoke flavored tobacco. The agency said those numbers have tripled since 2011.

Electronic Cigarettes Background



- Nicotine delivery device first developed in China in 2004.
- When the user puffs on the inhaler, the battery causes the tip of the e-cigarette to glow and the heat created by the battery turns the liquid nicotine into an **aerosol** of liquid, flavorings and nicotine.
- Include a battery component, a vaporizer, a cartridge filled with liquid nicotine and an inhaler.
- Commonly known as e-cigarette, e-cig, vape pen, or vapor.
- Available in numerous flavors.
- Using an e-cigarette is commonly referred to as vaping.

Refillable and Disposable

- The e-cigarette can be sold as a metal tube that requires **refillable** containers or tanks of nicotine and flavorings, often called **juice**, and the cartridge can contain up to 20mg of nicotine or more. These devices can be **plugged into a computer to be recharged**.
- Hundreds of e-juice flavors such as coffee, tobacco, apple, strawberry, banana and bubble gum.
- Numerous inexpensive e-cigarettes available that are **disposable** and don't require refilling the cartridge. These products can be discarded once the user depletes the liquid nicotine. These products can look like a marker or pen.



E-juice

A traditional single cigarette yields about 1mg of absorbed nicotine. **A 15 ml bottle of e-juice can be the equivalent of 4 packs of cigarettes**, but this varies since some e-cigarettes can be shut on and off.



E-cigarette Prevalence

- A nationally-representative survey conducted by the American Legacy Foundation found that **40.2%** of Americans have heard of e-cigarettes and more than **70.0%** of smokers believe that e-cigarettes are less harmful than regular cigarettes.
- The most commonly cited reasons for use by e-cigarette users include: **the perception that they are healthier/less toxic than traditional cigarettes, aid in tobacco craving/withdrawal symptoms, smoking cessation facilitator, and relapse avoidance.**
- Results from the 2012 National Youth Tobacco Survey (NYTS) indicate that more than **1.78 million** middle and high school students nationwide tried e-cigarettes.
- The 2012 NYTS found that **76.3%** of middle and high school students who used e-cigarettes within the past 30 days **also smoked conventional cigarettes.** This raises concerns that e-cigarettes may be an entry point to conventional tobacco products.

11 yr olds Instagram Vape post



Tobacco product use among youth

- Use of e-cigarettes among middle- and high school students tripled from 2013 to 2014, according to federal data bringing the share of high school students who use them to 13 percent .
- Findings show that in 2014, an estimated 4.6 million youths, including 3.7 million high school and 900,000 middle school students, reported current use (use on one or more days in the past 30 days) of any tobacco product.
- From 2011 to 2014, statistically significant increases were observed in **e-cigarette and hookah use** among high school and middle school students, while statistically significant decreases were observed in the use of cigarettes, cigars, tobacco pipes, bidis, and snus.
- The increases in current use of e-cigarettes and hookahs offset the decreases in other tobacco products, resulting in no change in overall current tobacco use among youths.

E-cigarette Safety and Quality

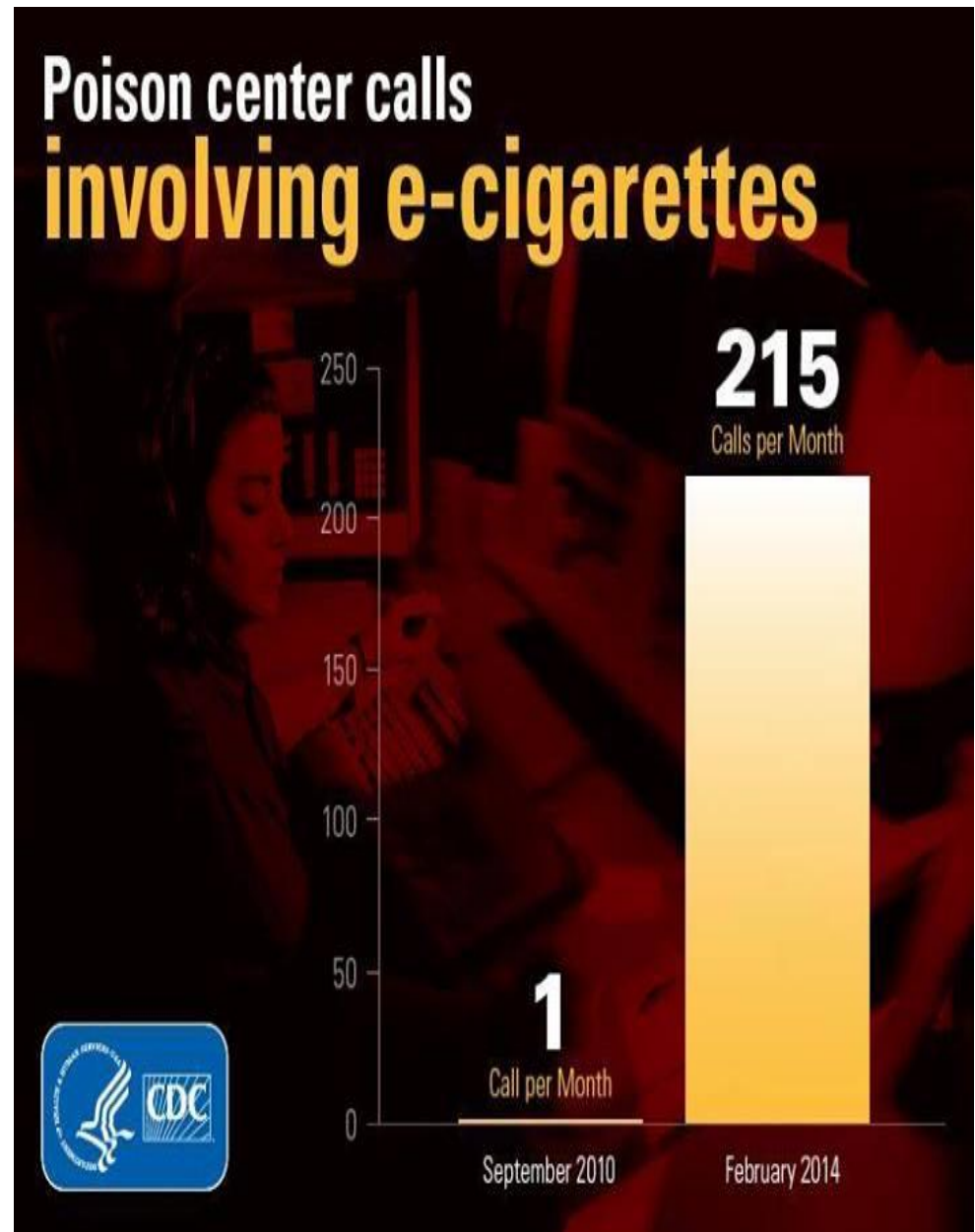
- 2009 FDA studied 2 brands of e-cig and found:
 - Carcinogens and heavy metals found in juice and aerosol
 - Quality control was inconsistent or non-existent
 - Nicotine free e-cigs contained nicotine
 - Nicotine levels varied, sometimes twice as high as FDA approved devices
 - Not recognized as quit smoking devices
- **Nicotine** is highly addictive and is a vasoconstrictor meaning it instantly **narrows** blood vessels:
 - Increases heart rate by 10-20 beats per minute.
 - Considered a neurological-toxin and is used as an insecticide.
- The liquid used in e-cigarettes, when ingested or absorbed through the skin, can cause vomiting, seizures or death.

E-cigarette Safety and Quality

- John Hopkins Bloomberg School of Public Health researchers demonstrated that e-cigarettes lower immunity for flu viruses and Strep bacteria. The study also concluded that free radicals in the vapor are damaging enough that vaping may be harmful even if nicotine isn't in the vapor.
- ***The aerosol particles emitted from vaping are so tiny they can actually seep through paint on walls — the pores in the paint would look like Swiss cheese in comparison to the particle size.*** The takeaway: E-cigarette emissions — whether you yourself are vaping or if you're standing next to someone who is — have an immediate effect on your acute lung function. [Stanton Glantz, Ph.D.](#), professor of medicine at University of California, San Francisco and director of the UCSF Center for Tobacco Control Research and Education, says the aerosol particles emitted are so tiny they can actually seep through the paint on painted walls.

E-cigarette Safety and Quality

- Poison centers reported **2,405** e-cigarette calls from Sept. 2010 to Feb. 2014. The total number of poisoning cases is likely higher than reflected in this study, because not all exposures might have been reported to poison centers.
- Calls to poison centers involving e-cigarette liquids containing nicotine rose from **one** per month in Sept. 2010 to **215** per month in Feb. 2014.
- According to the CDC, more than half (**51.1 percent**) of the calls to poison centers due to e-cigarettes involved **young children 5 years and under**, and about 42 percent of the poison calls involved people age 20 and older.



E-cig Component Disposal Issues

- Batteries
- E-liquid disposal (water supply)
- Plastic components



05/16/2014 09:46

E-Juice



Made in USA

Vapor Renu's E-Juice is unlike any other juice on the market today. Custom blend formulation designed by on site chemist in our research and development lab.

Directions:

Simply add Vapor Renu's flavoring oil directly to this mix. Test amount of drops to achieve desired flavor strength.

Note: Liquid Nicotine is an extremely dangerous chemical. Please handle with care.

Vapor Renu claims no responsibility with the misuse or mishandling of its products.

VegasVapor Emporium* 1 Gallon (3.79L) 48mg Nicotine; 30/70 Blend
Level 1 Hit; Manufactured 04/03/2014

Nutrition Facts

Serving Size 2 Drops (0.1g)
Serving Per Container 147

Amount Per Serving

Calories 0

% Daily Value*

Total Fat 0g 0%

Sodium 0mg 0%

Total Carbohydrates 0g 0%

Protein 0g

Not a significant source of calories from fat, saturated fat, trans fat, cholesterol, dietary fiber, sugars, vitamin A, vitamin C, calcium, iron.

* Percent Daily Values are based on a 2,000 calorie diet.

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Secondhand Aerosol

- E-cigarettes do not just emit “harmless water vapor.” **Secondhand e-cigarette aerosol (incorrectly called vapor by the industry) contains nicotine, ultrafine particles and low levels of toxins that are known to cause cancer.**
- E-cigarette aerosol is made up of a high concentration of ultrafine particles, and the particle concentration is higher than in conventional tobacco cigarette smoke. **Bronchial cells exposed to e-cig aerosol showed similar mutations to those exposed to secondhand smoke from combustible cigarettes.**
- Exposure to fine and ultrafine particles may exacerbate respiratory ailments like asthma, and constrict arteries which could trigger a heart attack.
- At least 10 chemicals identified in e-cigarette aerosol are classified as carcinogens and reproductive toxins. The compounds that have already been identified in mainstream (MS) or secondhand (SS) e-cigarette aerosol include: **Acetaldehyde (MS), Benzene (SS), Cadmium (MS), Formaldehyde (MS,SS), Isoprene (SS), Lead (MS), Nickel (MS), Nicotine (MS, SS), N-Nitrosornicotine (MS, SS), Toluene (MS, SS).**
- E-cigarette smoke contains the toxic element **chromium**, absent from traditional cigarettes, as well as **nickel** at levels **four times higher than normal cigarettes**. In addition, several other toxic metals such as **lead and zinc** were also found in second-hand e-cigarette smoke – though in concentrations lower than for normal cigarettes.

Data from Americans for Nonsmokers' Rights Fact Sheet <http://no-smoke.org/pdf/ecigarette-secondhand-aerosol.pdf>

Second-hand e-cig smoke compared to regular cigarette smoke http://www.eurekalert.org/pub_releases/2014-08/uosc-ses082814.php

Secondhand Aerosol Continued

- E-cigarettes contain and emit propylene glycol (PG), a chemical that is used as a base in e-cigarette solution and is one of the primary components in the aerosol emitted by e-cigarettes.
 - Short term exposure causes eye, throat, and airway irritation.
 - Little known about long-term exposure PG.
 - Material Safety Data Sheet from Dow Chemical states “inhalation exposure to PG mist should be avoided.”
- **Even though propylene glycol is FDA approved for use in some products, the inhalation of propylene glycol is not.** Some studies show that heating propylene glycol changes its chemical composition, producing small amounts of propylene oxide, a known carcinogen.



ASHRAE-American Society for Heating, Refrigeration, and Air Conditioning Engineering Journal, June 2014

- Study concluded e-cigarette aerosol consists of: ...*condensed submicron liquid droplets. Which **contain many chemicals including some that are carcinogenic**, such as formaldehyde, metals (cadmium, lead, nitrosamines).*
- ***We conclude that e-cigarettes emit harmful chemicals into the air and need to be regulated in the same manner as tobacco smoking.*** There is evidence that nitrosamines, a group of carcinogens found specifically in tobacco, are carried over into the e-cigarette fluid from the nicotine extraction process. There is also evidence that the glycol carriers can be oxidized by the heating elements used in e-cigarettes to vaporize the liquids, creating aldehydes such as formaldehyde. Consumers should be warned that, while the health risks associated with the usage of e-cigarettes are less than those associated with tobacco smoking, there remain substantial health risks associated with the use of e-cigarettes.

E-cigarette Marketing and Commercial Appeal

- The e-cigarette companies advertise their products as a better-smelling, cheaper, and guilt-free alternative to smoking. They are also marketed as a way to circumvent some smoking bans. Now, there are an estimated 8,500 vape shops in the U.S., doing \$1.2 billion in sales.
- E-cigarettes are promoted heavily online and are more widely searched than NRTs (nicotine replacement therapy).
- There is concern that e-cigarettes may appeal to youth because of their high-tech design, easy availability online or via mall kiosks, and the wide array of flavors of cartridges.
- Youth exposure to TV ads for e-cigarettes increased by **256 percent** from 2011 to 2013, **exposing 24 million U.S. kids to these ads**, according to a study published in the journal Pediatrics.



E-cig industry using Big Tobacco's Playbook

- Celebrity spokespeople
- Print ads feature rugged men and glamorous women
- Sex sells
- Sponsor sports and music festivals
- Products available in sweet flavors
- Use cartoons
- Their ads say "Switch, Don't quit."

Celebrity Use/Endorsements of e-cigs/Glamorization

- Other celebrities that have been known to smoke electronic cigarettes, but haven't been caught on a camera yet include Mel Gibson, Miley Cyrus, Kate Moss, Ryan Seacrest, Ashley Greene, Nikki Reed, Harrison Ford, Jeremy Piven, and Kate Middleton

Leonardo DiCaprio

Robert Pattinson

Katherine Heigl

Lindsay Lohan

Johnny Depp

Jenny McCarthy

Dennis Quaid

Charlie Sheen

Courtney Love

Stephen Dorff

Brittany Spears

Paris Hilton

Catherine Zeta Jones

Zayn Malik

Michelle Rodriguez

Carrie Fisher

Tom Petty



Print ads feature rugged men and glamorous women



Sex sells



2012
Only Comes
Once

MAKE THE SWITCH TO blu[®] ELECTRONIC CIGARETTES

This year, resolve to make the most of your opportunities by making the switch to blu. With only five ingredients, blu produces no ash, no smell, only vapor, which means it's perfect for restaurants, bars, and your trip around the boxes. You control the nicotine. You control when and where you want to smoke. The rest is up to her.

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blucigs.com

Available Now at Time Out New York, Meijer, and other fine retailers.

18+ only. CALIFORNIA PROPOSITION 65 WARNING: This product contains nicotine, a chemical known to the state of California to cause birth defects or other reproductive harm.

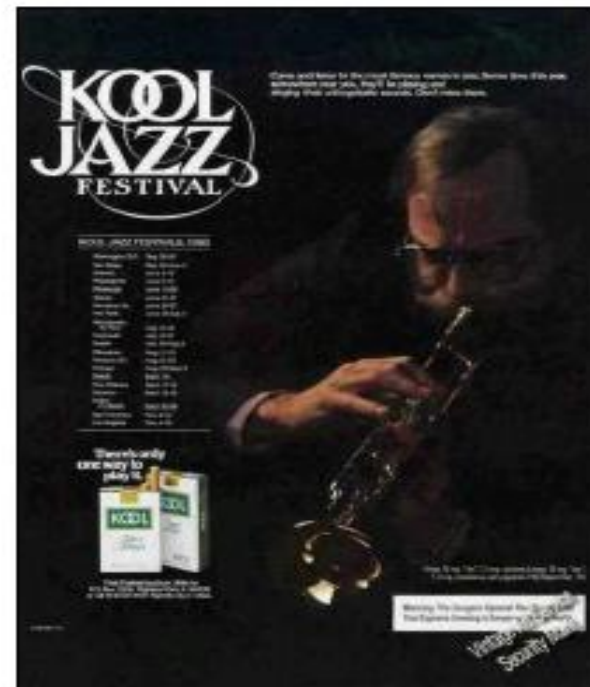


IB
Koolhaas

See how "Blue" for 12 mg nicotine per cigarette by FTC method. Actual nicotine and tar amounts may vary. For more information, visit www.koolhaas.com.

SEVERE SCATCH'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

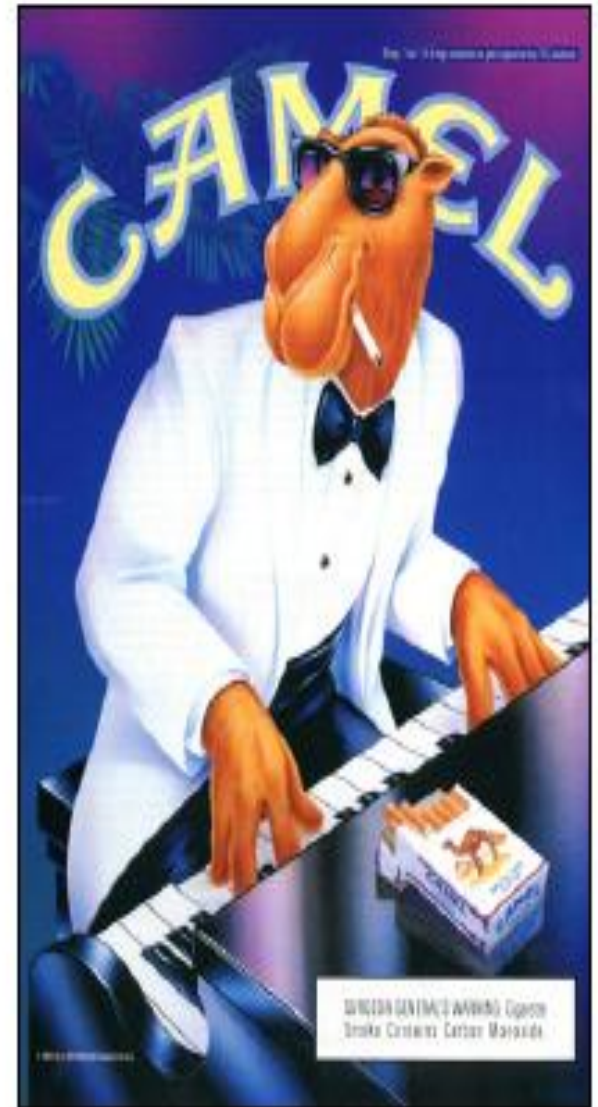
Sponsor sports and music festivals



Products available in sweet flavors



Cartoons



Switch, Don't Quit

WHY QUIT? SWITCH TO BLU

blu is the smart choice for smokers wanting a change. Take back your freedom to smoke when and where you want without ash or smell.
blu is everything you enjoy about smoking and nothing else.
Nobody likes a quitter, so make the switch today.

Visit blucigs.com



* New blu Smart Pack

PREMIUM ELECTRONIC CIGARETTE

18+ only.

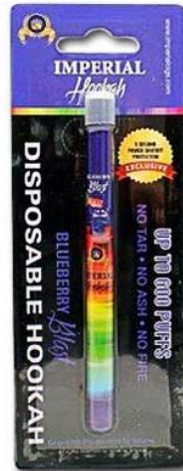
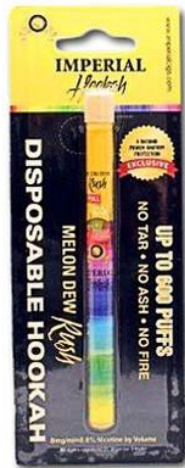
CALIFORNIA PROPOSITION 65 - **Warning:** This product contains nicotine, a chemical known to the state of California to cause birth defects or other reproductive harm.

Considering all I'd heard,
I decided to
either quit
or smoke True.
I smoke True.

The low tar, low nicotine cigarette.
Think about it.

Warning: The Surgeon General has determined that 'Quitting Now Greatly Reduces Serious Risks to Your Health.' All Rights Reserved. © 2004 American Tobacco Company. All trademarks are the property of their respective owners.

E-hookah = E-cigarettes



Mods: refers to Modification: Mods can refer to both the actual e-cigarette, also known as a personal vaporizer, or PV. There can also be mods for other parts of e-cigarette hardware, such as an atomizer tank mod.



E-cigs for Marijuana smoking

- Orange County, California reporting increasing number of teens filling e-cigs with THC (psychoactive substance in marijuana) oil, Hemp oil, hash wax (dabs, honey) which can deliver a more potent high than using marijuana via traditional smoking methods.
- Dabs 70-90% of THC
- Numerous videos on YouTube demonstrating how to use e-cigarettes to smoke marijuana derivatives.
- Some web forum discussions around smoking meth using e-cigs.



E-cigs for Marijuana smoking

- The mCig is a hybrid between an e-cig and a joint, in that you can put "dry herb" in it and heat it to the edge of combustion.
- When you burn something, you burn about 50 percent of the material, whereas with this, you can turn off the power and nothing continues to burn.
- Can make the same amount of marijuana last twice as long. Since marijuana is heated and not burned the odor is not as obvious as smoking marijuana.
- The mCig is made in China rechargeable and sells for \$10.
- The company who makes this product is looking to make an alcohol e-cig.



Spice /Synthetic Marijuana

- **Spice** refers to a wide variety of herbal mixtures that produce experiences similar to **marijuana (cannabis)** and that are marketed as "safe," legal alternatives to that drug. Sold under many names, including K2, fake weed, Yucatan Fire, Skunk, Moon Rocks, and others — and labeled "not for human consumption" — **these products contain dried, shredded plant material and chemical additives that are responsible for their psychoactive (mind-altering) effects.**
- Spice e-liquid has been developed and can be used in a standard e-cigarette. E-cigarettes can be used for dry spice as well.



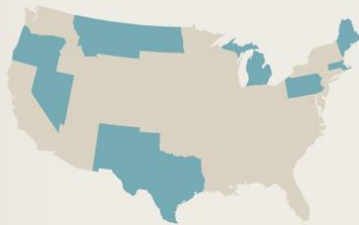
E-cigarette Legal Status and Regulation

- FDA **does** have authority over e-cigs as tobacco products
 - Marketing restrictions
 - Mandated ingredient listing
 - Pre-market review
- **No FDA rules yet**
- As of 1/2015, **275** municipalities (100% SF venues), **11** State (partial venue restrictions) and **3** states prohibit (100% of SF environments, ND, NJ, Utah) New Orleans -most recently
 - Others are banning or limiting the sale of e-cigarettes to minors.
 - Another approach is to regulate who can sell e-cigarettes, by requiring tobacco retailer licensure in order to sell.
 - Taxing e-cigarettes and liquid nicotine (juice) as tobacco products.
 - Limiting flavors

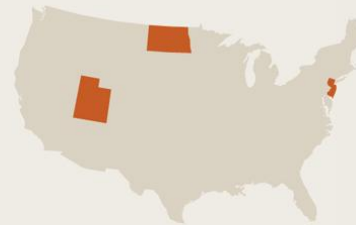


STATE LAWS & E-CIGARETTES

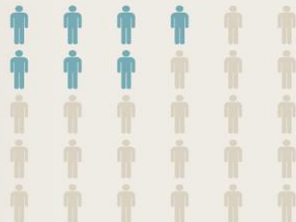
16 MILLION CHILDREN LIVE
IN STATES WHERE THEY CAN
BUY E-CIGARETTES LEGALLY



10 STATES AND D.C. **ALLOW SALES
OF E-CIGARETTES TO MINORS**



ONLY 3 STATES **PROHIBIT INDOOR
E-CIGARETTE USE** IN PRIVATE
WORKPLACES, RESTAURANTS, AND BARS



**Over 300 million Americans, including
70 million children,** live in states
where they could be exposed to either
secondhand smoke or e-cigarette aerosol
in worksites, restaurants, and bars.

E-cigarette Policy Recommendations

- The National Institute of Dental and Craniofacial Research proposes filling the research gap to better inform regulators, health care professionals and consumers about the effects of e-cigarette aerosol mixtures on the mouth, gums and tissue that constitutes periodontal epithelia.
- **Policy Makers:**
- Include e-cigarettes in clean indoor air laws and tobacco-free campus policies;
- implementing marketing, age, and flavor restrictions;
- taxing e-cigarette components as tobacco products;
- requiring tobacco retail licensure to sell these products, and restriction of sales to minors.
- **Health Care Providers:**
- Ask each patient about their tobacco and nicotine use at each visit.
- Encourage patients to quit all use of tobacco products including e-cigarettes through evidence-based methods such as 1-800-QUIT NOW
- Restrict the use of e-cigarettes indoors and near entrances and exits to medical facilities.
- Provide scientific information about e-cigarettes and other tobacco products to patients.
- Educate parents and the public to take steps to protect children and themselves from exposure to e-cigarette emissions.
- **Public:**
- Utilize evidence-based methods to quit the use of e-cigarettes and other tobacco products.
- Limit using e-cigarettes and other tobacco products around others
- Declare your home and car e-cigarette and tobacco-free zones.

E-cigarette Public Health Concerns

- Re-normalizes the image of smoking
 - Allowed in places where smoking is not allowed
 - Unrestricted advertising
 - Mimics the smoking behavior
- May increase “dual” use
- May be a gateway to cigarettes and other tobacco products.
- Long term health effects are unknown



1-800-QUIT-NOW

- Recommend medicinal Nicotine Replacement Therapy (NRT), quit lines and support while people are becoming non-tobacco users.
- Fast, Free telephonic and online access to trained tobacco cessation experts that can assist with quitting the use of all tobacco products including e-cigarettes.
- 1-800-QUIT-NOW (1-800-784-8669)
- Services available in Spanish and other languages
- 1-855-DEJALO-YA

How can you help?

- Don't be afraid to speak up
- Encourage that all tobacco products, including e-cigarettes, are in tobacco-free policies
 - **As**
 - **Advise**
 - **Assist 1-800-QUIT-NOW**
- Share scientific evidence with colleagues
- Incorporate strategies in your area of influence

JOB CORPS Tobacco Policy as of 11/14/14

R3. Tobacco Use Prevention Program (TUPP)

Implement a program to prevent the onset of tobacco use and to promote tobacco-free environments and individuals. To support this program, a TUPP Coordinator shall be appointed (he or she need not be a health services staff member). At a minimum this program shall include:

- a. Educational materials and activities that support delay and/or cessation of tobacco use.
- b. A smoke-free, tobacco-free environment that prohibits the use of all tobacco products in center buildings and center-operated vehicles.
- c. Designated outdoor smoking areas located a minimum of 25 feet, or as required by state law, away from the building entrance.
- d. Prohibition of the sale of tobacco products on center.
- e. Adherence to federal and state laws regarding the use of tobacco products by minors.
- f. Minors who use tobacco products shall be referred to the TUPP.
- g. All services provided should be documented in the student health record.

Reccomendation: Develop a tobacco-free campus policy (indoor/outdoor) that restricts use of any tobacco products including e-cigarettes anywhere on the property. If you do designate tobacco use areas, it should not be placed in a prominent location.

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Understanding E-cigarettes and Other Emerging Tobacco Products

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For more information on SNHD's Tobacco Control Program visit
www.gethealthyclarkcounty.org

